



WSFA
12 East Delano Ave.
Montgomery, AL 36105
(334) 288-1212

www.wsfa.com

And:

Greer, Margolis, & Mitchell
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

CONTRACT

<u>Contract / Revision</u> 1855806 /		<u>Alt Order #</u> 08867354
<u>Product</u> HIGHWAY 31		
<u>Contract Dates</u> 11/23/17 - 11/29/17		<u>Estimate #</u> 1234
<u>Advertiser</u> ISS/Highway 31		<u>Original Date / Revision</u> 11/28/17 / 11/28/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WSFA	11/23/17	11/29/17	Today in Alabama 5am	5-530a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTWTF--				3	\$200.00			
2	WSFA	11/23/17	11/29/17	Today in Alabama 530a	528am-6am		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MT--F--				3	\$250.00			
3	WSFA	11/23/17	11/29/17	Today in Alabama	6a-7a		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTWTF--				3	\$350.00			
4	WSFA	11/23/17	11/29/17	NBC Today Show	7-9am		:30			NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				3	\$260.00			
5	WSFA	11/25/17	11/25/17	NBC Saturday Today Show	6-8am		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1-				1	\$115.00			
6	WSFA	11/26/17	11/26/17	NET NBC Sunday Today Shc	7-8a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1				1	\$125.00			
7	WSFA	11/26/17	11/26/17	NET NBC Meet The Press	8-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1				1	\$225.00			
8	WSFA	11/23/17	11/29/17	NBC Today 2	9-10am		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$250.00			
9	WSFA	11/23/17	11/29/17	NBC Today with Kathie Lee	10-11am		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				3	\$250.00			
10	WSFA	11/23/17	11/29/17	WSFA 12 News at Noon	12-1230pm		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
1855806 /	08867354

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/23/17 - 11/29/17	HIGHWAY 31	1234

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Highway 31	11/28/17 / 11/28/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$250.00			
11	WSFA	11/23/17	11/29/17	NET Days of Our Lives	1230-130p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$350.00			
12	WSFA	11/23/17	11/29/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30			NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$135.00			
13	WSFA	11/23/17	11/29/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$175.00			
14	WSFA	11/23/17	11/29/17	WSFA 12 News at Five	5-530pm		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				3	\$425.00			
15	WSFA	11/23/17	11/29/17	WSFA 12 News at Six - MF	6-630pm		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW----				3	\$800.00			
16	WSFA	11/23/17	11/29/17	WSFA 12 News at Ten - MF	10-1035pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				4	\$500.00			
17	WSFA	11/25/17	11/25/17	WSFA 12 News at Ten - Sat	10-1030pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1-				1	\$350.00			
E 18	WSFA	11/26/17	11/26/17	Late News	1030p-11p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1				1	\$225.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WSFA	11/20/17-11/26/17	Late News	1030p-11p	-----Su	:30	\$225.00	NM		
Credited												
19	WSFA	11/23/17	11/29/17	Tonight Show	1035-1137pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				3	\$200.00			
20	WSFA	11/23/17	11/29/17	Late Night w/ Seth Meyers	1137p-1237x		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	MTW-F--				3	\$50.00			
21	WSFA	11/26/17	11/26/17	NFL Football	Sun 730p-1030p		:30			NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/20/17	11/26/17	-----1				1	\$1,125.00			
N 22	WSFA	11/28/17	11/29/17	Today In Alabama	6a-7a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/23/17	11/29/17	-TW----				1	\$225.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WSFA	11/23/17-11/29/17	Today In Alabama	6a-7a	-TuW-----	:30	\$225.00	NM		
Credited												
N 23	WSFA	11/29/17	11/29/17	Today in Alabama 530a	528am-6am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/27/17	12/03/17	--W----				1	\$225.00			

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11/23/17 - 11/29/17	HIGHWAY 31	1234

Advertiser	Original Date / Revision
ISS/Highway 31	11/28/17 / 11/28/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Totals											52	\$16,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 - 11/26/17	10	\$3,340.00	(\$501.00)	\$2,839.00
11/27/17 - 11/29/17	42	\$12,660.00	(\$1,899.00)	\$10,761.00
Totals	52	\$16,000.00	(\$2,400.00)	\$13,600.00

Signature: _____ **Date:** _____

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REP HEADLINE# 8867354 TRF# 1855806 REP: TEL# 703-528-9387 FAX# 703-516-9680
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV26/17 11.4:
CHANGES ** WSFA-TV ***

ADV # _____ ADV. NAME ISS/HIGHWAY 31 REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE
3050 K STREET NW - SUITE 100 SALES PRSN WA- RYAN EDDINS (H)
WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 8867354 CLASS: NATL. LOCAL REGIONAL
PRDCT HIGHWAY 31 EST#1234 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV23/17 NOV29/17 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV26/17 11.42

STA:

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#18 MISSED: SUN/1030P-1100P NOV26 30S \$225.00 (NOV26/17)
OFFER: TU-W/600A-700A NOV28 30S \$225.00 PLS ADVISE.
CMT: STATION ERROR. SKED ENDS THIS WEEK. PLEASE CONFIRM. THANKS, DENICE

NOV/17 16000.00 DEC/17 \$.00

CONTRACT TOTAL 16000.00
TOTAL SPOTS 52

MARKET TOTALS \$41,025 WSFA 39% WNCN 14% WAKA 33% WCOV 11% CABL 0% WBMM 3% WIYC 0%
ESFA 0% EAKA 0%

SHARES ESTIMATED

SVC- NST
DEMOS- RA35+*

REP HEADLINE# 8867354 TRF# 1855806 REP: TEL# 703-528-9387 FAX# 703-516-9680
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV28/17 08.50
CHANGES ** WSFA-TV ***

ADV # _____ ADV. NAME ISS/HIGHWAY 31 REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE
3050 K STREET NW - SUITE 100 SALES PRSN WA- RYAN EDDINS (H)
WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 8867354 CLASS: NATL. LOCAL REGIONAL
PRDCT HIGHWAY 31 EST#1234 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV23/17 NOV29/17 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV28/17 08.50

STA:

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:
M2 UNRESL BUY#22

MISSED: TU-W/600A-700A NOV28
OFFER: WED/530A-600A NOV29
CMT: NO AVAIL. PLEASE CONFIRM. THANKS DENICE

NOV/17 15775.00 DEC/17 \$225.00

30S \$225.00 (NOV28/17)
30S \$225.00 PLS ADVISE.

CONTRACT TOTAL 16000.00
TOTAL SPOTS 52

MARKET TOTALS \$41,025 WSFA 39% WNCN 14% WAKA 33% WCOV 11% CABL 0% WBMN 3% WIYC 0%
ESFA 0% EAKA 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*

REP HEADLINE# 8867354 TRF# 1855806 REP: TEL# 703-528-9387 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV28/17 09.43
 *** CHANGES*** ** WSFA-TV ***

ADV #	ADV. NAME	ISS/HIGHWAY 31	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	WATERFRONT STRATEGIES	BUYER NAME	JESSE DEMASTRIE	
		3050 K STREET NW - SUITE 100	SALES PRSN	WA-- RYAN EDDINS (H)	
		WASHINGTON, DC 20007			

ORDER #	CONTRACT # 8867354	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	HIGHWAY 31	EST#1234	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	NOV23/17	NOV29/17	WK-1	

REP: REVISED ORDER
M2 OKD AS LINE 23
TTL SAME, \$16,000
PLS CONFIRM
THANKS JASMINE FOR RYAN

STA:

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

[illegible]

PROGRAM : TODAY IN AL.
ORD COM1: STATION ERROR. SKED ENDS THIS WEEK. PLEASE CONFIRM.
THIS IS A MAKE-GOOD FOR NOV26 ON LINE-18 FOR 1 SPOT/WK
THANKS, DENICE

REP HEADLINE# 8867354 TRF# 1855806 REP: TEL# 703-528-9387 FAX# 703-516-9680
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV28/17 10.39
*** WSFA-TV ***

ADV # _____ ADV. NAME ISS/HIGHWAY 31 REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME JESSE DEMASTRIE
3050 K STREET NW - SUITE 100
WASHINGTON, DC 20007 SALES PRSN WA- RYAN EDDINS (H)

ORDER # _____ CONTRACT # 8867354 CLASS: NATL. LOCAL REGIONAL
PRDCT HIGHWAY 31 EST#1234 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV23/17 NOV29/17 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV28/17 10.39

REP: REVISED ORDER
M2 OKD AS LINE 23
TTL SAME, \$16,000
PLS CONFIRM
THANKS JASMINE FOR RYAN

STA:
CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:
M2 OK'D BUY#22 MISSED:TU-W/600A-700A NOV28 30S \$225.00 (NOV28/17)
OFFER:WED/530A-600A NOV29 30S \$225.00 PLS ADVISE.
CMT:NO AVAIL. PLEASE CONFIRM. THANKS DENICE

CONTRACT TOTAL 16000.00
TOTAL SPOTS 52